



AN OPPORTUNITY

For every business and professional man in South Bend, to assist in promoting the prosperity of South Bend.

The Industrial Bureau of the Chamber of Commerce and the Commercial Club Consolidated, wants you to co-operate in carrying out a plan which will produce the following results:

- First. It will bring a minimum of one thousand workers and cause an increase of eight per cent to the population of South Bend.
- Second. It will effectively unite the best citizens and best interests of South Bend in constructive work of a high character.
- Third. It will put new life and new spirit in South Bend, that will of itself be a far greater force than money to attract proper industries to our city.

An increase of eight per cent in customers—clients—patients—contributors—directly affecting all local institutions of whatever character, and every business and professional man in South Bend.

It will create a greater diversity of industries and make more jobs for the workers and more workers for the jobs.

By increasing the business done without the corresponding increase in "overhead expense" it will increase the profits and income of every live business and professional man in South Bend.

It will divide the burden of taxation thus decreasing our taxes, and at the same time provide a better market for real estate, increasing its value and from the erection of new homes and factories, still further increase our population and prosperity.

Manifestly where the distribution of direct benefits is so evenly divided, the question should be not whether one should or should not subscribe to this fund, but, HOW MUCH?

It is the purpose of the Industrial Bureau to give every business and professional man in South Bend the privilege and opportunity to subscribe their share to this fund.

Further: The Industrial Bureau is now at work on an Industrial Survey of South Bend, with the object in view of giving its support to the industries we now have, as well as to procure more.